

PROGRAMME

**IMPACT**  
**DAY**

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**GENEVA MARCH 14<sup>TH</sup> 2019**

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ESPACE PITÖEFF, RUE DE CAROUGE 52, 1205, GENEVA

# Thursday 14<sup>th</sup> March

## Programme

The event will be held in English

### AM Espace Pitoëff

#### THÉÂTRE PITOËFF

9:30

##### Welcome

Registration, welcome coffee

9:45

**A crash course on creating strategic impact through the power of documentary films**, Laura Longobardi, Head of Partnerships, FIFDH

10:00

**Film case studies: Working with NGOs to have a successful impact with your film:**

##### **Weapon of war / fighting the silence**

Ilse van Velzen, Director, Producer & Impact Producer, NL

##### **#387**

Valérie Montmartin, Producer at Little Big Story, and Madeleine Leroyer, Film Director, FR

11:00

##### **The organizations' perspective**

**Mary Wertz**, Deputy Director of Operations, International Committee of the Red Cross (ICRC)

**Laurent Sauveur**, Chief of External relations, Office of the High Commissioner for Human Rights (UN Human Rights)

11:20

##### **What do funders want?**

**David Kollnert**, Project Manager - The Swedish Postcode Foundation, Sweden

**Nina Spataru**, Programme Associate, International Human Rights Programme - OAK Foundation, UK.

**Kristina Johansson**, Director, Solbega Foundation, UK

**Ilse van Velzen**, Director, Producer and Impact Producer, NL

**Céline Broeckaert**, Impact Producer, BE

12:30

##### **Networking Lunch**

Certain films have the power to make a long-lasting change in our society. To strengthen the potential of cinematic storytelling as a tool for social and cultural change, the FIFDH has created the Impact Day, a unique event bringing together filmmakers, activists and funders.

### PM Espace Pitoëff

#### THÉÂTRE PITOËFF

14:00

Pre-arranged **one-to-one meetings** between organizations and producers/filmmakers.

17:00 – 18:30

**Cocktail and Impact Day Award announcement.**

For any questions during the event, you can contact:  
Laura Longobardi - +41 79 797 02 71 / Ana Castañosa - +41 78 681 58 22



**IMPACT DAY** an event organized by

**8-17 March 2019**

# FIFDH

**17<sup>th</sup> International Film Festival and  
Forum on Human Rights**

**Laura Longobardi**

HEAD OF IMPACT DAY

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In collaboration with Doc Society, AROPA, Fonction:Cinema, Skylight Pictures, Nordisk Panorama and Fipadoc



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